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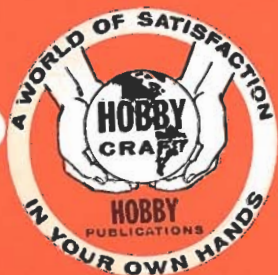
MARCH
1978

1978 HIA Trade Show Wrap-Up

—Also In This Issue—

- AMA/HIA Air Show Teams
- Revell's 'Kits of the 80's'
- Easter Projects with Felt
- The World of Miniatures
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Command Study



By Rick Mataka, Special Projects Editor

FOR those not familiar with boardgaming and wargaming, one of the most confusing factors is understanding its terminology. Some of this terminology you may have seen appear in the Products Section on occasion. What we are going to attempt is to offer broad definitions of some of the terms you may encounter. To begin with, we will define what the "Scales" are for different types of games. By doing this we hope to further your knowledge of boardgaming and wargaming and thereby give you confidence in the product your handling.

First, an explanation of why these definitions are general in content and do not always hold true for every game. The scale of a game is dependent upon four factors. The first—and most important—is the situation the game is going to recreate. Once this decision is made, the game designer chooses his map scale, unit size scale and time scale that each turn will represent. These scales are not randomly chosen factors. They are carefully researched over a period of many months to be as accurate as possible. From a game's initial concept, to the finished product you receive in your store, it may take from 8 months to 2 years to complete. Here again, the time is dependent upon the situations and the amount of historical reference material available.

If you are going to recreate an entire war, the maps' scale must portray the area where the major battles took place. Another consideration is the length of time during which the war was fought to a decisive conclusion. Next, historical books are referenced so as to get an idea of how fast troops moved during the era. Once all of this information has been compiled, then the scales of

the game begin to take shape. A scale once chosen is not always the scale the finished product is released with. Many times, after extensive game testing the designer is forced to revise his game system to make the game more playable.

For the most part, a game that recreates an entire war is in the Strategic scale. In this type of game, the map scale employed usually has each hex on the map the equivalent to at least 10 miles in distance. The unit scale has each unit counter equalling a minimum of a Division sized military unit. The time frame for each turn in the game would normally have each turn equalling at least a week in duration. As you can imagine, a game of this type may take a long time to play to a conclusion.

The next scale to be discussed is an Operational level game. The main prerequisites for this game are the same as those for the Strategic level game. The major difference is that an Operations scale game would only cover a section of a war such as a battle or campaign. Due to the limited nature of a game in this scale, the objectives are usually just being victorious in battle.

A game that recreates just a battle or small campaign would normally have a map scale where each hex would probably have the unit counters equalling any size military unit from a Battalion to a Division. The time scale for each turn could be anywhere from a day up to a week in duration. This type of game would probably not take as long to play as a Strategic level game.

The final scale to be discussed is the Tactical level scale game. This type of game is one of the most popular because it deals

(CONTINUED ON PAGE 109)



WARGAMING · BOARDGAMING
& MILITARY MINIATURES

Wargaming—Popular and Profitable

By Gary Gygax, TSR Hobbies

THE wargaming, or simply gaming, hobby is emerging from its infancy today. This is obvious from the amount of attention it is getting in both the news media and the hobby press. The amount of advertising being done by game hobby companies also tends to support the conclusion regarding the growth and potential of this new hobby.

A few years ago only a few thousand dedicated hobbyists bought wargames and military miniatures, while today there are hundreds of thousands of buyers for a whole array of specific and general gaming hobby products. Introducing a selection of such products into your store will enable you to take advantage of this new market by attracting new customers, selling more to your regular clientele, and having more buyers for such standard hobby supplies as brushes, paints and tools.

If that seems too strong a statement, or if you are not sure about the whole gaming hobby, the following will help to give you the data you need to arrive at your own conclusion with respect to the popularity and the profitability of wargames and similar products being right for your own operation.

Games are as old as the history of mankind, particularly conflict-based games such as checkers and chess. Games using military miniatures have been popular in England for decades. Historical battle board games were introduced to us in the early 1950's. It is therefore obvious that the activity has a considerable following—one which has retained interest in the subject for centuries.

Knowing that the gaming hobby is not a fad which will quickly burn out only establishes a part of the necessary credentials, however. The other important aspect which must be determined is potential market *size*. The various companies involved in this aspect of the hobby industry give different estimates, but a minimum figure of 250,000 conflict simulation game enthusiasts is the bottom line. To this must be added those hobbyists who are interested only in fantasy and science fiction games (100,000 or thereabouts) as well as the military miniatures buffs—those who actually engage in table top gaming with these miniatures and those who are painters and collectors (50,000 different individuals is probably a fair estimate).

If we consider that the market today is 400,000 persons, what will it be in 1980? In 1960 there were probably 50,000 to 75,000 game hobbyists, and in 1970 this number hadn't grown much beyond 100,000. There is a rapid expansion taking place, and the hobby is enjoying an ever increasing popularity.

A cursory study of the number of gaming hobby manufacturers will reveal that there are only a handful of substantial ones, but there dozens of others. Altogether these firms produce hundreds of board games, rules for military miniatures games, fantasy and science fiction games, various game playing aids and accessories, informational booklets and gaming hobby magazines. The enthusiasts are spending money on their hobby as the existence of these firms proves. Furthermore, as new offerings come from manufacturers, and as these are advertised and seen by potential buyers, more and more individuals are taking up the hobby. Perhaps the answer is that the desire has always been there, but there was never before so many products to fulfill the particular wants of so many

different individuals. And the wargame/gaming hobby industry is filled with creative people who will continue to produce new and innovative products.

The old axiom "Nothing succeeds like success" applies to the rising popularity of the gaming hobby. The media is giving more and more attention to such games, attracted by the unusual nature of the hobby and the growing number of participants. This in turn causes still more individuals to become aware of the hobby, and the cycle repeats itself. I have personally given over a dozen interviews to various newspapers (including those in major cities such as Chicago, Detroit, and San Francisco) during the last six months. All have appeared in print. Major national news print media are interested. Possibly television will soon be devoting more attention to the gaming hobby, too. This is the time for your shop to have at least some game offerings available!

The current makeup of wargaming hobbyists is 99% male, high school to college age, many in the military, and all interested in military history. Those interested in non-historical game forms, particularly fantasy and science fiction games, have a somewhat different makeup. About 15% of this group is female and most have a great interest in imaginative literature and imagination. While small organized groups of hobbyists can be found nearly anywhere, the large clubs are found in metropolitan high schools, on college campuses, and on military posts. Oftentimes these groups are eagerly searching for a place which will supply their hobby needs and give them a place to find others of the same interest and possibly even space to play a game or two as a club. More about that later.

You can attract these hobbyists to your store by letting them know that you offer products which they desire. If you have only limited space, then your best bet are the boardgames, for they take up only shelf space and turn over well. TSR operates a subsidiary hobby shop devoted to the gaming hobby. In it we carry hundreds of items of all sorts, and military simulation and fantasy boardgames are always the best selling items.

If you have a bit of wall space to devote to this aspect of the hobby, then the addition of fantasy miniatures will be well worth your while. A glance at the various advertisements for gaming hobby products will quickly show how much stress the advertisers are placing on such figures, for the demand for them is high and they sell well. Should your store have ample space for new material, then you can carry a fair to large sampling of the rules, aids, and accessories for historical periods of wargaming, along with more miniature figures and the like.

Because customer loyalty is highly desirable—and devoted customers will certainly bring in friends and associates—it is recommended that you suggest that local gamers meet regularly in your shop. Of course, the assumption here is that you have the room for such meetings and can provide a large table (or several large tables) for game playing. With a group of enthusiastic gamers putting on a show in your place of business, you will receive some immediate return for your space investment from the spectacle the games and painted miniature figures provide for other customers.

Finally, the group who plays in your shop will undoubtedly patronize it exclusively, and if they play

ongoing campaigns—historical or fantasy—that can mean several thousand additional dollars. That is, several thousand over and above the normal expenditure for the group. For example, if your shop sponsors a Napoleonic Wars campaign game, perhaps providing the rules books to be used and offering the winning country a \$50 gift certificate, all of the players will rush to build miniature armies of huge sizes in order to win. The Napoleonic Wars included five major participants, dozens of minor nations, and hundreds of thousands of troops. Even scaled down that means thousands of wargame figures, painting guides, paints, brushes, etc.

Better still, selling gaming hobby items will also mean that sales of such standard offerings as paints, paint brushes, balsa, plastic and tools will increase. Going hand in hand with such sales are books dealing with history, uniforms, weapons data, armored fighting vehicles, ships, planes, and organization. Naturally, the more different gaming items your shop has, the greater the number of associated products which your customers will desire. Just as you must use some form of advertising to inform potentially interested persons that your shop carries their hobby needs, so the majority of gaming hobby publications are useful tools in making more sales. By offering a selection of such magazines in your store, you give the hobbyists information which they hold priceless; and at the same time you expose them to advertisements which show the newest releases in the hobby—items which they are likely to desire and will purchase from you.

COMING NEXT MONTH: Wargaming—Popular and Profitable, Part 2. ■



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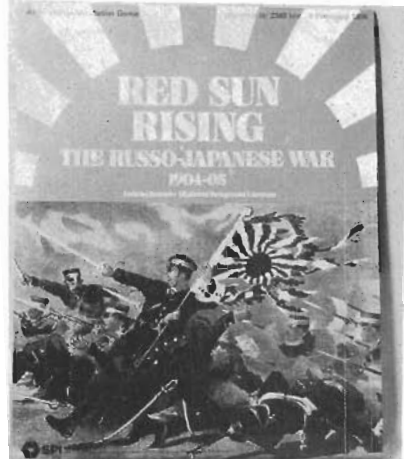


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WARGAMING SHOWCASE

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Red Rising Sun is a historical simulation of the Russo-Japanese War of 1904-1905. It is basically a two player game with each player controlling the land and sea forces. At first glance the game appears more complicated than it really is. It should be recommended for those who are experienced in boardgaming. Packaged in a box with map, rules, die cut counters, charts and tables and dice. At the rear of the rule booklet there is a 15 page article which gives the reader a historical look at this war. Retail \$12.00.

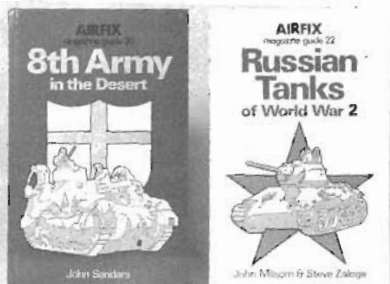
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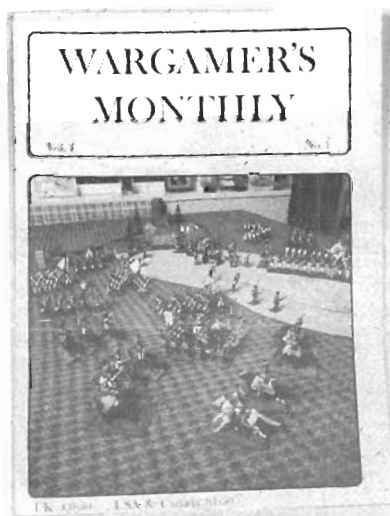
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The **8th Army in the Desert** and **Russian Tanks of World War II** are some of the latest additions to the popular Airfix Magazine Guides. Books aid the modeller or wargamer by giving him valuable information with regard to the subject covered. Each book contains hints on scratch building and historical research data. Excellent for the beginner and informative for the veteran. They are easy reading and approach their subject in an easy to follow style. Haessner Publishing Inc., Dept. CM, Drawer 13, Newfoundland, NJ 07435. See ad page 63.

BILL DEAN BOOKS

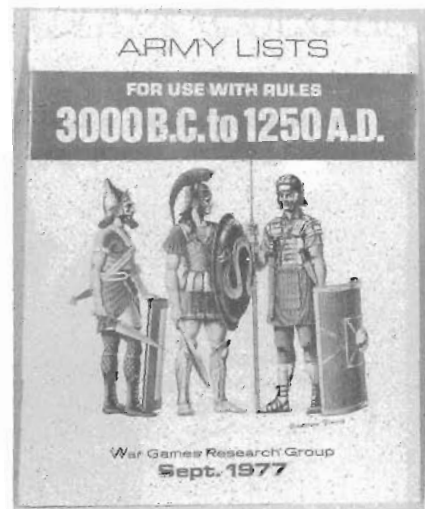


Wargamers Monthly is a new magazine covering all aspects of miniature wargaming. First issue contains articles on all periods of history from the Ancients to WWII. It has a color front cover and a section dealing with uniform information containing color sketches. A good first issue that will be informative for the wargamer. Retail \$1.50. Bill Dean Books Ltd., Dept. CM, Box 69, Whitestone, NY 11357.

HERITAGE MODELS



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Army Lists is a reference booklet for use in wargaming for the period of 3000 BC to 1250 AD. While specifically written for the Wargamers Research Group Ancient rules, they could be used with any set of rules for this period. They outline a standard by advising what type of troops were in various armies. It is possible to have evenly matched games with the use of this booklet. Softback, 16 pages. Heritage Models Inc., Dept. CM, 9840 Monroe Dr., Dallas, TX 75220. See ads pages 25-26, 99.

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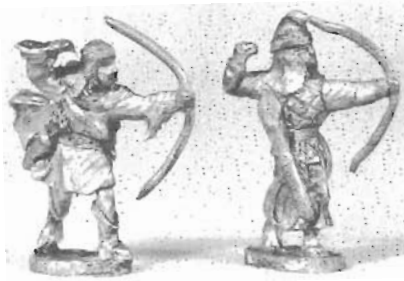


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(From left to right) #602 and #603 are a **Young Male Centaur** with bow and a **Lady Centaur**. From the 25mm range of Mythology castings. #602 contains 2 per pack and #601 contains 1 per pack. Retail \$1.98 each. See ad page 97.

SS-85 who is a **Two Headed Serpent**. Single piece casting that require no assembly. Packaged in a box. Coulter-Bennett Ltd., Dept. CM, 12158 Hamlin St., North Hollywood, CA 91606. See ad page 93.

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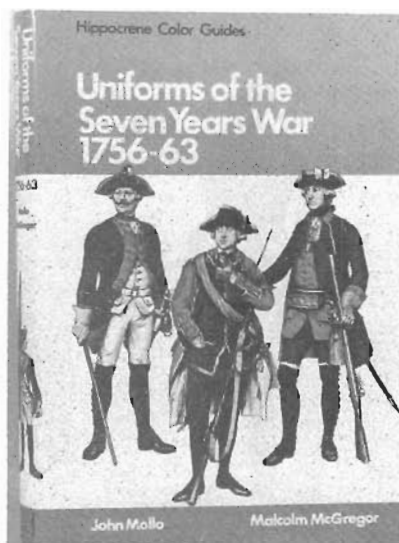
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Machiavelli is a historical board-game simulation of intrigue, military combat and politics in Renaissance Italy. It can be played by two to eight players with each player assuming power of a major city state of the period. Player controls the fortunes and can make deals as he sees fit with other players. Anything and everything goes in this game as one player tries to control the most cities or provinces to gain victory. Packaged in a box with die cut counters, map, rules, charts and tables. Can be recommended to a boardgamer with some experience. Retail \$12.95. Heritage Models Inc., Dept. CM, 9840 Monroe Dr., Dallas, TX 75220. See ads pages 25-26, 99.

HIPPOCRENE BOOKS



Uniforms of the Seven Years War 1756-1763 is a colorful book covering this period of history. All of the Armies that were involved in this war are given separate chapters. A total of 170 color sketches with associated written material cover most of the uniforms worn during this era. A fine book that contains excellent information and can be used as an invaluable reference work. Can be suggested for the wargamer or military miniaturist whose interest lies in this period of history. Hardbacked, 224 pages. Retail \$7.95. Hippocrene Books Inc., Dept. CM, 171 Madison Ave., N.Y., NY 10016.

TSR HOBBIES



Monster Manual for Advanced Dungeons & Dragons is now available. Is hard bound, over 100 pages in 8-1/2" x 11" format. Features alphabetical listing of over 350 monsters, with over 200 illustrations, plus full color cover. Listings give background information on each creature as well as rundown of specifications for game purposes. \$9.95 retail. See ad page 95.

CONFLICT GAMES

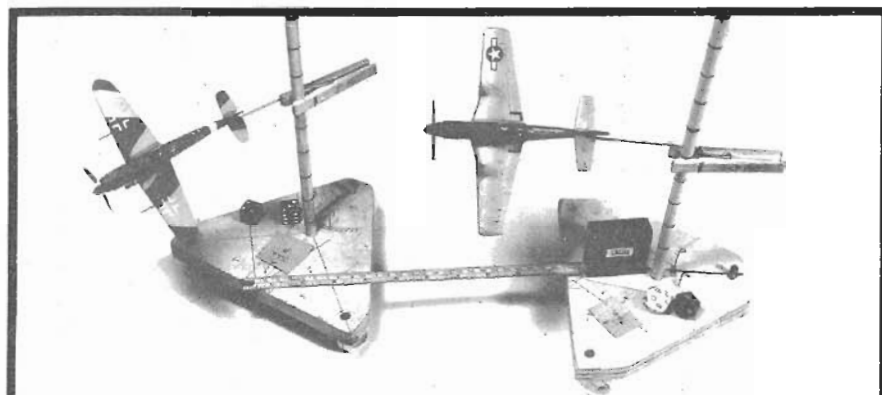
The Fall of

'TOBRUK

The Afrika Korps battles the British 8th Army for possession of the Desert Citadel of Tobruk. May-June, 1942.



The Fall of Tobruk is a re-release of a previous boardgame of the same title. It deals with the historical simulation of the battles for Tobruk in North Africa during WWII. Can be suggested for the boardgamer who has experience. Packaged in a box with mounted mapboard, die cut counters, rules, die, charts and tables. Retail \$11.98. Conflict Games, Dept. CM, Box 432, Normal, IL 61761.



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Upscope is a tactical level board-

METAGAMING CONCEPTS



Rivets, MicroGame #5 is the latest addition to this low priced popular series of games. This boardgame deals with a future hypothetical situation of Robotic Warfare in the 22nd Century. Detailed rules, can be suggested for someone with some familiarity in boardgaming. Packaged in a plastic bag with map, rules, and die cut counters. Retail \$2.95. Metagaming Concepts, Dept. CM, Box 15346, Austin, TX 78761.

game covering submarine warfare during the 20th century. Every type ship from WWI to the present is covered. It is basically a two player game with one player controlling the surface forces and the other player the submarines. It is a fairly complicated game due to the nature of the subject it is recreating. Should be recommended only to experienced boardgamers. Packaged in a box with map, rules, an extensive weapon summary section, die cut counters, charts and tables and dice. Retail \$12.00. Simulations Publications Inc., Dept. CM, 44 East 23rd St., N.Y., NY 10010.

ZOCCHI ASSOCIATES



Dragonlord is a fantasy boardgame simulation of man-to-man combat over a mythical world. Any number of players can participate in this game with each controlling a Dragon and rider. The object of the game is to maneuver your mount and defeat your enemy by knocking him out of the skies. Game can be recommended for beginners as it is easy to learn. Everything comes bound in the booklet. Mapsheets are laid side by side and the counters must be cut out and mounted on stiff cardboard. Retail \$4.00.



The Campaign Hexagon System is a players aid for the players of the fantasy game of Dungeons and Dragons. It is a 63 page booklet that contains charts and tables. Most of the booklet has blank maps in it for the game master to plan his campaigns. An extremely useful aid for the players of D&D. Retail \$2.50. See ad page 94.

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OW-1c	Gunfighter Mounted	.85
OW-1d	Gunfighter with two pistols	.35
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OW-2a	Bad Poncho Mounted	.85
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COMMAND STUDY

(CONTINUED FROM PAGE 91)

mostly on small unit tactics. A distinguishing factor of a Tactical game is the fact that all of the weapons have range factors. These range factors denote the number of hexes that the weapon can fire. This is the most difficult type of game to design as it deals with accurate specifications.

A game in the Tactical scale could be any type game from man-to-man fighting (or ship-to-ship and plane-to-plane), to fighting small actions for a village or hill. The map scale used for this type game would have each hex equalling not more than a mile in distance. The unit scale can vary greatly from single man to a Battalion sized unit. The time scale can also vary to a great degree by having a turn equaling anywhere from a few seconds in duration up to a day. The length of this type game varies greatly as it is dependent upon what is being simulated. There are some tactical level games that can take longer to play than Operational level games.

To these standard scales you can now add the word "Grand" before it and change their overall definition slightly. The change in the definition in no way effects the map, unit or time scales.

When the term Grand Strategic is used, this would mean a game that is simulating a war that has many theaters. Grand Operational is a little harder to define. It could possibly have two different meanings depending on the game. It could mean a game that allows you to recreate an entire war much like a Strategic level game. Or, it could mean a game where the maneuver elements of the unit size employed are being used. A Grand Tactical game would be one where the unit counters are a larger than normal unit size. This game could be very close to an Operational level game.

What you must not forget is that all of these definitions are *general*. They could—and probably will—change with each historical period. This is because of the different sized military units that were employed through history and the different lengths

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